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**Subject: Staffing for Breastfeeding Promotion and Support**

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Effective Date: October 1, 2015

Revised From: October 1, 2013

**Policy:** All WIC staff shall exhibit a positive attitude toward breastfeeding and promote breastfeeding as the preferred infant feeding method. The State Agency (SA) has designated a state breastfeeding coordinator and each Local Agency (LA) must designate a breastfeeding coordinator to ensure breastfeeding activities and breastfeeding promotion efforts are incorporated into WIC program operations. Each WIC clinic is encouraged to designate a breastfeeding coordinator. All WIC staff must have task appropriate breastfeeding training.

**Reference:** FR §246.11 (c)(7), FR §246.25 (b), USDA publication dated October 2001, WIC Nutrition Services Standards, Standard 1

**Procedure:**

1. Refer to ADM:10.03.00 for local breastfeeding coordinator qualifications and duties.
2. All WIC staff shall have breastfeeding promotion included as part of their job duties.
3. All WIC staff shall complete WIC Breastfeeding Basics and KS WIC New Employee Breastfeeding Training (one-day training offered twice yearly - *Using Loving Support to Grow and Glow in WIC.*)
4. All WIC RN's and RD's or LD's shall complete the Breastfeeding Challenges Module and utilize the Nutrition Management Guidelines sections titled, "Pregnant Woman and Breastfeeding Woman Nutrition Management Guidelines" and "Infant – Breastfeeding Assessment Nutrition Management Guidelines" in counseling WIC clients to breastfeed and provide management and follow-up.
5. Additional training such as Certified Breastfeeding Educator (CBE) or Certified Lactation Educator (CLE) training is encouraged for all staff although certification is not required for staff. Qualified clinic staff should be encouraged to pursue an International Board Certified Lactation Consultant (IBCLC) credential.
6. LA must contact the State Breastfeeding Coordinator whenever the Local Breastfeeding Coordinator changes.